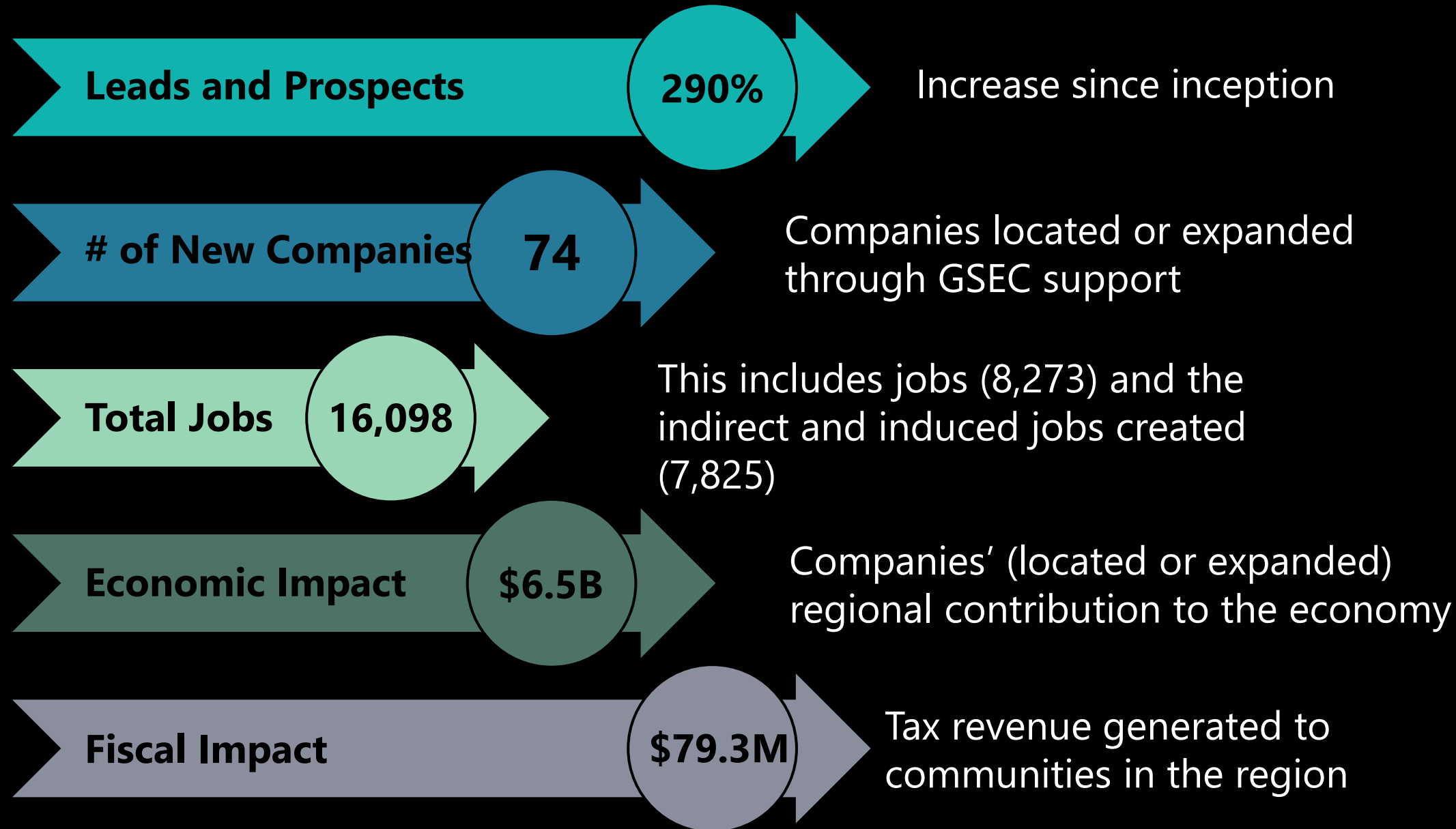


# County of Placer

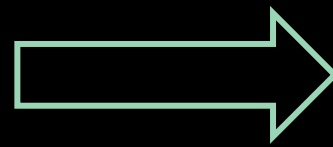
# Impact of GSEC 6-year Prospective



# 6-year impacts to Placer County

Since GSEC's inception in 2015, it has delivered the following impacts to Placer County:

**\$270,785**  
Total investment over 6  
years



**\$22,004,511**  
6-year local tax revenue

**\$81:1** Return on Investment on Direct Local Tax Revenue

**\$1,469:1** Return on Investment on Economic Output

# FY 20/21 Additional Values to Placer County



**18**

Direct Project Opportunities (RFI's) issued to Placer County



**20**

Number of Webinars Held



**60**

New Projects FY 20/21 to the Region



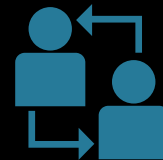
**~1,100**

Number of Attendees



**25**

Active properties in greater sac sites for Placer County



**32**

Research requests completed Regionwide

# Digital Upskill Sacramento Update



22 students have accepted job offers



Board Members have hired 9:  
VSP (7), Accenture, Centene



Accepted offers from: Zennify (3),  
Choy Lee Tech, HCL America, Luxer  
One, AT&T, Amplus Academy, CA  
Volunteers and CMG Financial



Over \$900,000 in payroll

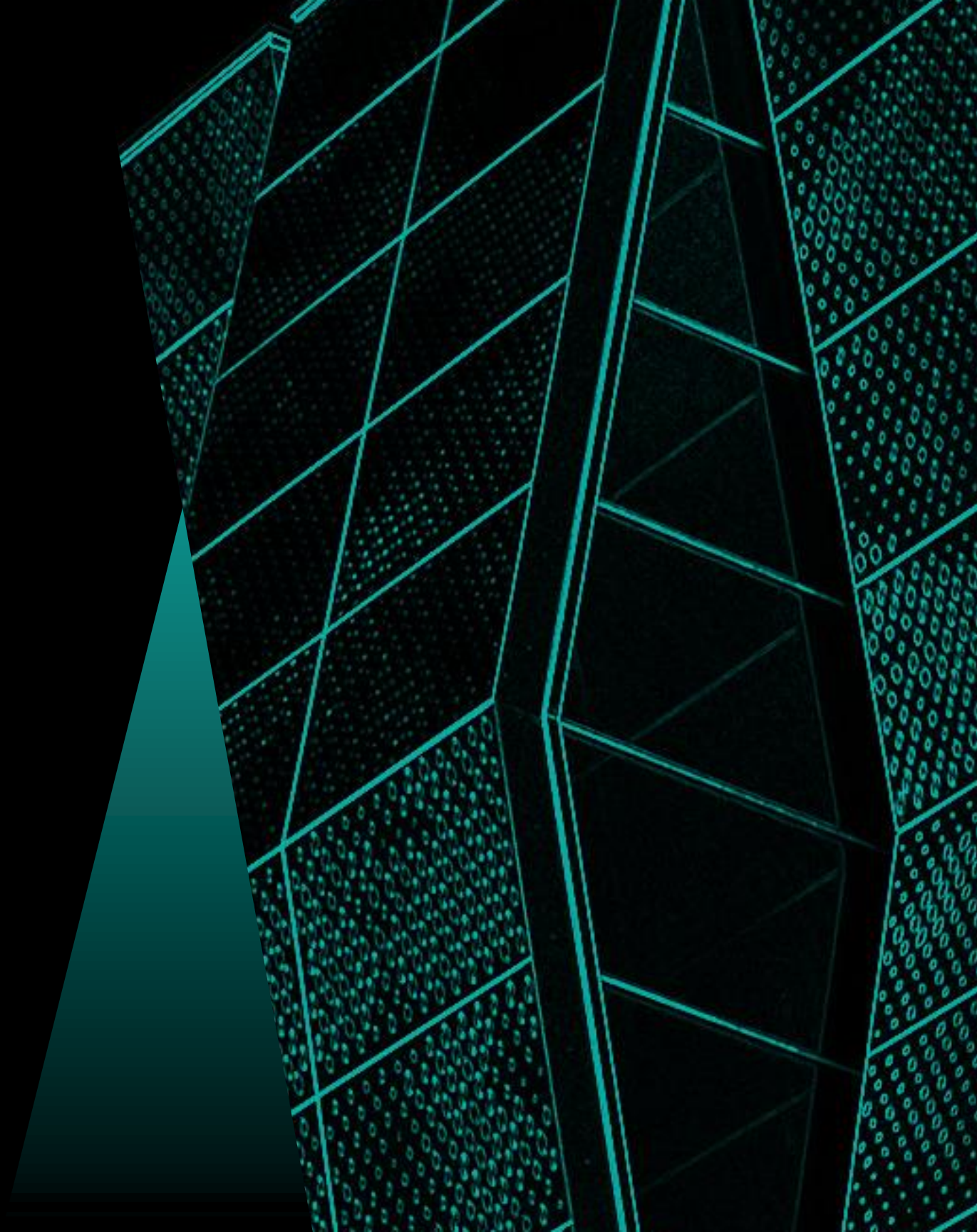


## Level up your workforce with new tech grads

40 students from underrepresented communities in Sacramento are graduating in December with digital certificates from General Assembly and Merit America. They'll be ready for employment in entry level positions in IT Support or Data Analytics.

Visit [GreaterSacramento.com/tech-grads](https://GreaterSacramento.com/tech-grads) to learn more.

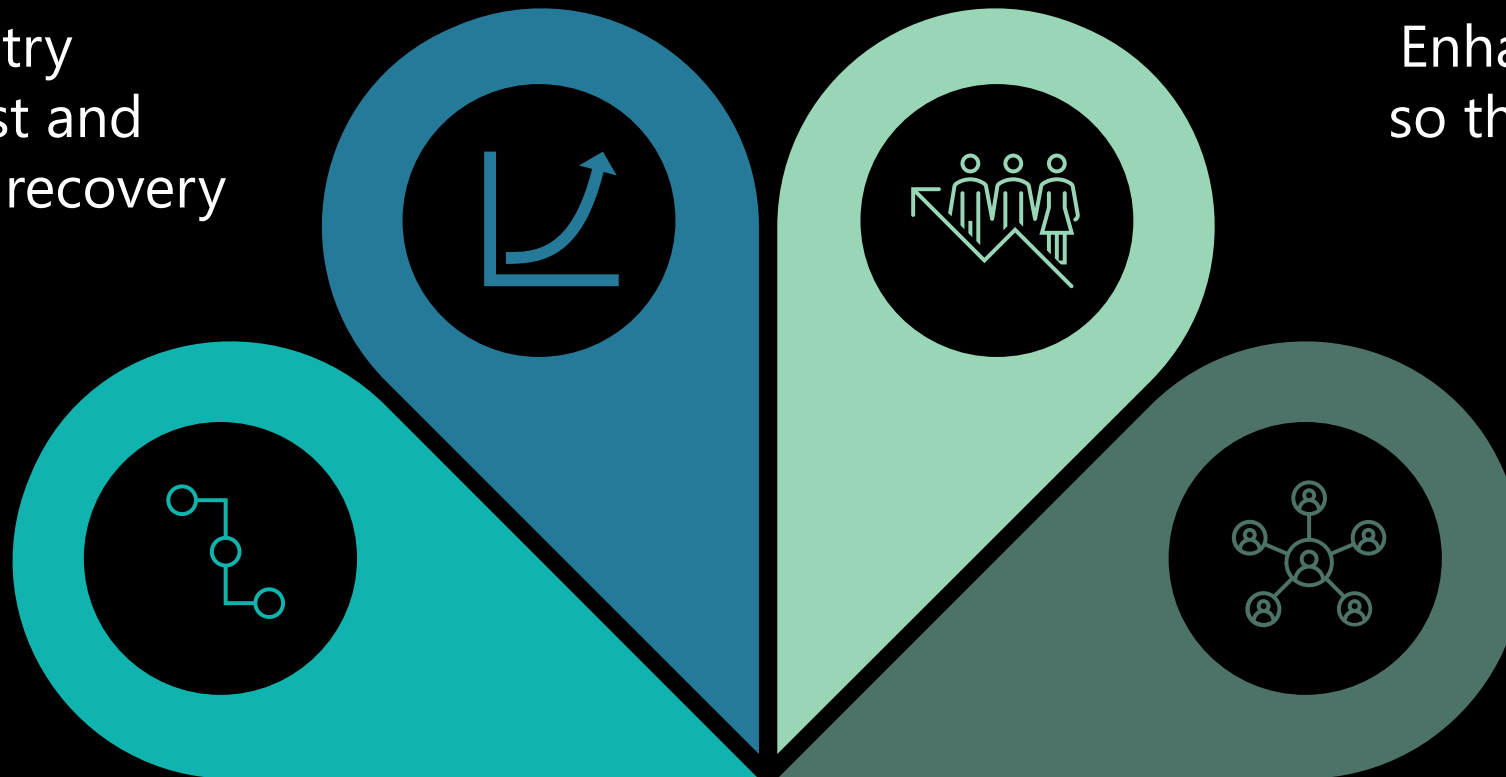
# **New Initiatives for Community Involvement**



# Create a 3-year strategic plan

## Growth

Grow tradable industry sectors to drive a fast and equitable economic recovery



## Prosperity

Enhance competitiveness so the region remains the California Option

## Inclusion

A recovery that everyone can access through industry growth and workforce training with a focus on increasing equity and diversity

## Organizational Excellence

Further grow the organization so that remains best in class and is recognized as one of the top EDO in the nation

# New business retention and expansion focus

## Interviews with top firms

To establish a shared, comprehensive understanding of issues

## Strategic and targeted

A selection of 300 firms in the region in target industries – looking for red flags and opportunities for growth



## The outreach approach

Firms identified, working directly with local community leaders to coordinate outreach

## Shared tools

National best practices data collection tool allows for shared data along with confidentiality to businesses

# Business Retention Expansion Status Update



**80+  
Meetings  
Held**

Establishing strong  
relationships with  
our local ecosystem



**Net New  
Relationships**

54% of meetings  
have been with  
businesses we did  
not know prior



**Emerging  
Trends**

Manufacturing  
Bio-Life Sciences  
Technology



**Project  
Activity**

13 New Projects  
1 Project Pushed  
Forward  
17 New Leads

# Foreign Direct Investment



Create specific strategic plan for FDI



Meet with 10 consulates/trade missions per year



Leverage BRE efforts for JV and export assistance opportunities

# Employee Incentive Program for High Wage Jobs



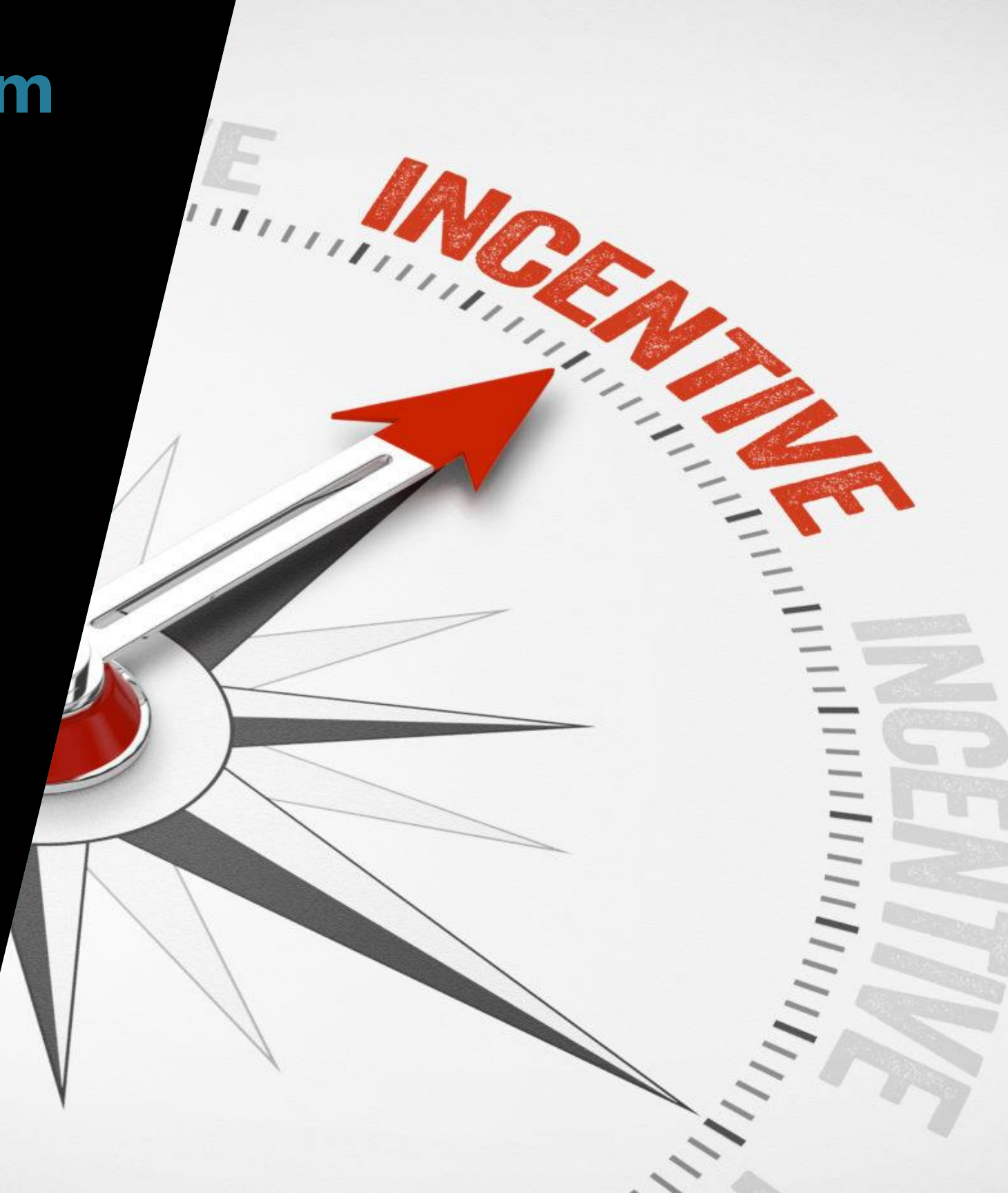
Performance based on fiscal impact



Creates a win/win for all parties





Reversed for high impact projects  
and developments



# Thank you

Barry Broome, President & CEO  
Greater Sacramento Economic Council

 @SelectSac

 @GreaterSac

  @SelectSacramento